



Sachin birajdar

EXPERIENCE

June 2023 - Current

Senior Research Analyst IDC (International Data Corporation) |
Gurgaon, India

- Conducted in-depth qualitative research utilizing methodologies such as interviews, group discussions, surveys, and blogs.
- Collaborated closely with clients to understand their research needs and translate them into actionable research strategies.
- Designed discussion guides, questionnaires, and research frameworks to guide research activities.
- Utilized video conferencing tools like Zoom and Microsoft Teams for remote interviews and usability studies.
- Gathering data and market intelligence basis discussions with Imaging vendors, followed by data analysis leading to the layout of historical and forecast trends.
- Creating actionable market insights for clients while guiding them on their market strategies, product portfolio, product GTM, and pricing.
- Synthesized research findings into insightful reports and presentations using PowerPoint and Google Slides.
- Managed end-to-end project lifecycle, including recruitment, moderation, analysis, and reporting.
- Conducting consumer surveys, creating customized research and solutions for clients
- Writing PR, responding to media queries, and report writing.
- Identify opportunities for growth in South Asian markets for Imaging and Print solutions.
- Oversee team resources in preparation of monthly trackers and reports.
- Collected data through various methods, including online research, interviews, focus groups and library study.
- Analysed and evaluated qualitative and quantitative data, presenting findings in detailed reports.

April 2019 - May 2023

Senior Research Analyst Quadrant Knowledge Solutions | Pune, India

- User consulting - technology planning and vendor selection strategy
- Manage end-to-end research projects in ICT domains (focused on Information Security and risk management technology); generating insights from industrial (B2B) data
- Conduct strategic briefing sessions and interviews with leading technology vendors
- Conduct global strategic market outlook, SPARK Matrix
- Analysis, and client consulting assignments
- Identify the latest technology trends, market trends, and their impact on the global market
- User surveys and interviews to gain ground-level market information on their experience in evaluating/deploying/maintaining technologies
- Detailed technology and vendor evaluation on various performance parameters (vendor ranking and analysis)
- Create questionnaires as well as evaluate the outcomes for various primary research projects

📍 Pune, India 412105

📞 7057276007

✉️ sachinbirajdar1918@gmail.com

PROFESSIONAL SUMMARY

Dedicated and results-driven Researcher with 5 years of experience in qualitative and quantitative research methodologies and client engagement. Skilled in empathetic listening, observational analysis, and synthesizing complex data to deliver actionable insights for clients. Possessing strong communication and collaboration skills, with a proven track record of exceeding client expectations and driving project success. Adept at managing end-to-end research projects, from initial client briefing to final deliverables, while maintaining a high level of quality and client satisfaction. Seeking to leverage expertise and passion for research to make valuable contributions to IDC.

CORE QUALIFICATIONS

- Market Research
- Qualitative and Quantitative Research
- Primary and Secondary Research
- Project Management
- Team Management
- Client Relationship Management
- Client Engagement

- Data Collection
- Data Modeling
- Market Analysis
- Market Intelligence
- Forecasting
- Market Sizing
- Presentation Skills

- Design infographics and deliver timely presentations to demonstrate key research findings and convey results in an impactful manner for internal teams and client
- Determine key findings by assessing and interpreting primary research data gathered through expert interviews
- RFIs (requests for information), and other sources.
- Delivered client blogs, market insights, video interviews, and research reports.
- Being a pilot team member, performed other roles including interviewing candidates, managing company events, administrative and marketing activities

EDUCATION

January 2017 - January 2019

MBA | Marketing

Savitribai Phule Pune University, Pune

January 2015 - January 2017

BSC | Physics

Kolhapur University , Jath